



# JOIN OUR SMOKEFREE SQUAD TODAY





## **SMOKEFREE SQUAD – HELP YOUR FANS BREATHE EASY**

Whilst the idea of 'lighting up' in a stadium is now long gone, there are still large numbers of fans finishing off a last cigarette before entering the ground. The fact is that over two thirds of these fans, as with smokers across the country, would prefer not to smoke but simply don't know where to go for the right support, something that can give smokers a x4 better chance of giving up.

## **WHY SPORTS CLUBS?**

Healthy Stadia® has worked in the cross-cutting field of sport and health for 10 years, with a network of over 300 member organisations across Europe. To help fans quit smoking, we have developed Smokefree Squad - a smoking cessation programme for professional sports clubs that has already been a winner at football, rugby league and county cricket clubs. With the high number of male fans in routine and manual worker jobs attending matches and the prevalence of smokers within this group, clubs are in a perfect position to harness the power of their team badge to help people quit smoking and get fans' health back on track.

## **WHAT IS SMOKEFREE SQUAD?**

Smokefree Squad is a proven smoking cessation programme that trains stadium stewards and community department staff in 'brief intervention techniques'. This gives staff the skills to engage fans and local communities with simple advice on the health and financial benefits of giving up, and the availability of free support from local stop smoking services in their area. In addition to brief intervention training, the programme is complemented through bespoke social marketing materials.



## **BRIEF INTERVENTION TRAINING:**

Members of staff selected by the club to take part in Smokefree Squad will receive a 60 minute training session from smoking cessation professionals, including a training pack and Smokefree Squad 'tracker diary'. This highly interactive session covers: the impact of smoking and benefits of quitting; how fans can access local stop smoking support; and, the key techniques of engaging fans positively through brief interventions, including role-play.

For more information, contact us at:

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# CASE STUDY ST HELENS RFC



This campaign trained 20 staff from St Helens Rugby League Club, including 14 stewards and 6 community foundation staff, running from June - September of the 2012 RFL Super League Season.

## KEY RESULTS INCLUDE:

- 2,058 people given stop smoking advice over a 12 week period.
- 77 referrals to Stop Smoking Services (3.75% conversion rate) - Lifetime benefit of quits: £520,800 (DH, 2011).
- Brief intervention training now integrated into annual steward training.
- Feature articles in regional and national media.

## PROMOTION AND PUBLICITY:

Smokefree Squad promotional materials are customised to fit your club logo and colours, and include motivational quit messages and contact information for local and national stop smoking services. Items can be chosen from our portfolio of materials or we can develop bespoke products to fit your requirements and fan base. Promotional devices can include:

- Posters and content for big screen displays.
- Fixtures z-cards or competition z-cards.
- Player profile and information cards.
- Steward apparel: t-shirts, caps, badges.
- Portable kiosks and feather banners.
- Text referral numbers and QR codes for materials.
- Digital media support: micro-site, Facebook page, Twitter account and web banners.
- Bespoke PR support.

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**TOGETHER WE CAN TACKLE IT!**

To find out more about Tranmere Rovers FC Smokefree Squad, what we're doing and how we can help, just scan the QR code to the right:

**STOPPING SMOKING IS THE SINGLE, MOST IMPORTANT CHANGE A PERSON CAN MAKE TO IMPROVE THEIR HEALTH AT ANY AGE - IT'S NEVER TOO LATE!**

WWW.TRANMEREROVERS.CO.UK/TRANSMOKEFREESQUAD

You can also text QUIT plus your name and postcode to: 80039 or call 0800 022 4332 and quote Smokefree Squad today!

**1. Programme Aims**

We have developed this programme to increase awareness, primarily of local stop smoking services and make it a priority for all to be involved. The programme aims to:

- Increase knowledge and awareness of the benefits of being smokefree and the availability of stop smoking services across the club, fans and the local community.
- Support smokers who want to quit to local stop smoking services.
- Demonstrate smoking cessation services and young people's views on smoking.

**3. Impact of Smoking**

**Health**

One in every two long-term smokers dies prematurely as a result of smoking. The most common causes for smoking are cancer, coronary heart disease and stroke, and respiratory disease.

**Fines**

Smoking offences in public places and sporting events. Tobacco smoke is also a major cause of asthma, allergies and other respiratory conditions. So if you want to be at the top of your game live the players of your club it's best to be smokefree.

**Finance**

Smoking costs a further 6 pence of 21 a day (over 100 a week) and over 7000 a year. Therefore having 10000 cigarettes a year costs 70000. Games, drinks and a meal out, 60 pence a day or 1800 a week. A pack of 10 cigarettes costs 10 pence. A pack of 20 cigarettes costs 20 pence. A pack of 10 cigarettes costs 10 pence. A pack of 20 cigarettes costs 20 pence.

**2012 FIXTURE LIST**

APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
1st April	1st May	1st June	1st July	1st August	1st September
2nd April	2nd May	2nd June	2nd July	2nd August	2nd September
3rd April	3rd May	3rd June	3rd July	3rd August	3rd September
4th April	4th May	4th June	4th July	4th August	4th September
5th April	5th May	5th June	5th July	5th August	5th September
6th April	6th May	6th June	6th July	6th August	6th September
7th April	7th May	7th June	7th July	7th August	7th September
8th April	8th May	8th June	8th July	8th August	8th September
9th April	9th May	9th June	9th July	9th August	9th September
10th April	10th May	10th June	10th July	10th August	10th September
11th April	11th May	11th June	11th July	11th August	11th September
12th April	12th May	12th June	12th July	12th August	12th September
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17th April	17th May	17th June	17th July	17th August	17th September
18th April	18th May	18th June	18th July	18th August	18th September
19th April	19th May	19th June	19th July	19th August	19th September
20th April	20th May	20th June	20th July	20th August	20th September
21st April	21st May	21st June	21st July	21st August	21st September
22nd April	22nd May	22nd June	22nd July	22nd August	22nd September
23rd April	23rd May	23rd June	23rd July	23rd August	23rd September
24th April	24th May	24th June	24th July	24th August	24th September
25th April	25th May	25th June	25th July	25th August	25th September

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## THE IMPACT OF SMOKEFREE SQUAD

We have already seen the benefits of Smokefree Squad for fans, clubs and stop smoking services, but take it from some of those who have participated so far:

### THE FAN:

"I got involved in Smokefree Squad after coming to one of our games earlier in the year. I had no idea of the support available, and since quitting a few months back have managed to save myself a few hundred pounds, so obviously the money is going to go towards my next season ticket!"

(Football League Club Fan)

### THE STEWARD:

"Taking part in Smokefree Squad was far more enjoyable than I thought, and fans who were smokers were really interested to find out more... it made me feel more connected to the fans, doing something really positive in addition to my main stewarding role."

(County Cricket Club Steward)

### THE SERVICE MANAGER:

"We were really impressed with Smokefree Squad and the referrals from both match day and community activities... through the campaign we have been able to engage with a new group who were unaware of our stop smoking support service."

(Local Stop Smoking Support Manager)



## INTERESTED IN COMMISSIONING SMOKEFREE SQUAD FOR YOUR CLUB?

Smokefree Squad campaigns have now run successfully with a range of professional clubs, and our brief intervention specialists have a wealth of experience in training stewards and community staff at clubs.

The programme is flexible enough to run over a short period of 3-4 weeks, at key points during a season, or even over the duration on a club's season. The programme is perfect for clubs to support wider stop smoking campaigns such as 'Stoptober' (October); 'New Year, New You' (January) and 'No Smoking Day' (March).

We are very happy to speak to your local commissioners in public health or clinical commissioning groups about potential funding bids, and to liaise with your local stop smoking services about how we can develop successful Smokefree Squad partnerships, benefitting your fans, workforce and local communities.

Smokefree Squad has been developed by public health specialists within the European Healthy Stadia® Network. Healthy Stadia® has been involved in the cross-over area of sport and health for 10 years, and has a wealth of experience and expertise in developing and implementing health interventions for sports club foundations, sports stadia operators and major European sports events. In addition to tobacco control, Healthy Stadia® is able to offer project and policy support to clubs and their stakeholders on a range of topics covering food and nutrition, physical activity, alcohol and men's health issues.

FOR MORE INFORMATION AND FOR A PRELIMINARY DISCUSSION

**CALL US ON: 0151 237 2686**

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[www.healthystadia.eu](http://www.healthystadia.eu)



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